



**SPECIAL EVENT ALERT!**  
**SATURDAY, DECEMBER 3<sup>rd</sup>, 2011**



City of Albuquerque, Cultural Services Department  
Community Events Division, Special Events Section  
P.O. Box 1293  
Albuquerque, New Mexico 87103

November 14, 2011

**Holiday Greetings:**

On Saturday, December 3<sup>rd</sup>, 2011 the ***“Twinkle Light Parade and Holiday Arts Festival”*** will take place in downtown Albuquerque, showcasing a variety of parade entries all decked out in festive holiday lighting. The parade will take place in the evening, starting at approximately 5:15 p.m. In a change from past years, the parade will be heading east on Central Ave. as opposed to west. The parade will stage, and start from Tingley Beach then travel east on Central Ave. to 3<sup>rd</sup> St, where it will turn north, and disband in the area surrounding Civic Plaza.

**HOLIDAY ARTS FESTIVAL:** Due to the success last year, we are bringing back the Holiday Arts Festival, which will take place from 3:00 to 9:00 p.m. on Harry E. Kinney Civic Plaza. There will be handmade arts and crafts to purchase, pictures with Santa, and Holiday entertainment on the stage. The application to participate in the Holiday Arts Festival is available online at [www.cabq.gov/cultural-services](http://www.cabq.gov/cultural-services).

**BUSINESS PARTICIPATION:** We encourage all businesses, located along the parade route, to take advantage of the high volume of traffic through special promotions, sales and decorations.

**EVENT PARKING:** Event Parking will be available for \$6 in the following City Parking Lots on the day of the event: Civic Plaza, Convention Center, 5<sup>th</sup> St. and Copper Ave., 2<sup>nd</sup> St. and Gold Ave., and Acropolis (3<sup>rd</sup> St. and Copper Ave.). **Any vehicles left in the parade route after 3:00 p.m. will be towed.**

**ABQRIDE SERVICE INTERRUPTION: (Route 66, 766 and 777 Rapids)** Westbound: beginning at 3:00 p.m. north on 2<sup>nd</sup> St., west on Lomas Blvd, west on Central Ave., to regular route. Eastbound: east on Central Ave., east on Lomas Blvd, south on 2<sup>nd</sup> St., east on Gold Ave., to regular route.

**VIEWING PARADE:** The best place for viewing the parade is on Central Ave. from Tingley Dr. to 3<sup>rd</sup> St. West of Rio Grande, spectators should use the south side of Central Ave. You may also enjoy the parade on Civic Plaza.

**TRAFFIC CONTROL PLAN:** Parade staging will occur in the north parking lot of Tingley Beach, as well as Tingley Dr. south of Central Ave. Access to Tingley Beach will remain open all day, but only the southern driveway. Tingley Dr. must be accessed from Alcalde Pl. or Marquez Ln.

Parade disbanding will occur along 3<sup>rd</sup> St. north of Central Ave., but will be discontinuous through the intersections of Marquette Ave., Tijeras Ave., and Copper Ave. These three streets will remain open to traffic until just before the parade reaches 3<sup>rd</sup>, and will re-open as soon as the last float is through. 2<sup>nd</sup> St. by way of Copper Ave. and the alley north of Central Ave. will remain open for access to the Acropolis parking structure (3<sup>rd</sup> St. & Copper Ave.), except for when the parade is actually coming down 3<sup>rd</sup> St. From approximately 5:45 p.m. until around 8:00 p.m., traffic on Marquette Ave., Tijeras Ave., and Copper Ave.

will be closed by APD while the parade crosses. ALL east-west streets intersecting 3<sup>rd</sup> St. between Central Ave. and Lomas Blvd. (Except Marquette Ave., Tijeras Ave., and Copper Ave.) will be TOTALLY CLOSED from 1:00 p.m. until approximately 10:30 p.m. Additional streets used for disbanding include: 4<sup>th</sup> St. between Lomas Blvd. and Marquette Ave.; 5<sup>th</sup> St. between Lomas Blvd. and Marquette Ave.; Fruit St. between 6<sup>th</sup> St. and 5<sup>th</sup> St.; and Roma Ave. between 3<sup>rd</sup> St. and 6<sup>th</sup> St.

Starting at approximately 3:00 p.m., the parade barricading will occupy both directions of Central Ave. between 2<sup>nd</sup> St. and Lomas Blvd, and eastbound Central Ave from Lomas Blvd to Tingley Drive. Eastbound traffic on Central Ave. will be diverted into the westbound lane at Tingley Dr. Central Ave. westbound lanes will be one lane each direction between Tingley Dr. and Lomas Blvd. Lomas Blvd. will remain fully open throughout the event. Central Ave. will be TOTALLY CLOSED between Lomas Blvd. and 2<sup>nd</sup> St. All north – south streets intersecting the parade route will be totally closed. **Any vehicles left in the parade route once barricading begins will be towed.**

All businesses, except those along Central Ave. and 3<sup>rd</sup> St., will have direct access. Westbound Central Ave. traffic will be detoured to Lomas Blvd. at 2<sup>nd</sup> St. starting at 3:00 p.m., when the parade route barricading begins. Up until the parade starts, direct access to the Civic Plaza parking structure, the Convention Center parking structure, the Convention Center, the Acropolis Parking Structure, the Hyatt Hotel, and the Doubletree Hotel will all be unaffected. 2<sup>nd</sup> St. will remain open at ALL times for north-south continuity through the downtown area. Lomas Blvd., Lead Ave., and Coal Ave. will remain open at all times for east and west continuous access to the downtown area. All westbound through traffic into downtown will be directed to Lomas Blvd. at 2<sup>nd</sup> St. where traffic will continue to flow across the Rio Grande to the west-side throughout the event period from 3:00 p.m. until 10:00 p.m.. All eastbound through traffic on Central Ave. will be diverted to Lomas Blvd. at the intersection of the two streets.

**PROBLEM AREAS:** There will be limited access to both the Baretas neighborhood area and the Country Club area from the north and west after 3:00 p.m. To access the Albuquerque Little Theater or the Albuquerque Country Club you will need to come in from the south. There will also be no direct access to the Beach Apartment complex. Residents will be given access passes to enter or leave the complex after the parade route is closed but before the parade starts. Once the parade starts, there will be no access until the conclusion of the parade.

**THANK YOU!** We are putting our best effort forward in trying to get the word out to all of those who may be impacted by this event, including businesses and neighborhoods in the downtown area, as well as city transportation services. We have taken into consideration constructive suggestions based on previous year's experience, and are doing our best to minimize the impact, while still providing a fabulous holiday parade to the citizens of Albuquerque. We understand that some of you may have customers and/or services that may be interrupted. By giving you advance notice, we hope that you have adequate time to make necessary accommodations and to communicate pertinent information to your customers and/or make any other arrangements necessary.

For more information please call 311 or (505) 768-3556.

On behalf of the City of Albuquerque, I thank you for your cooperation and assistance with this wonderful holiday event.

*Eric Werner*

Events Supervisor